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Chrysler's troubles mount

Mark Anderson

Emilio Azcarraga: The mystery man behind 'National'

'El Tigre' launches sports daily

By Christy Fisher

He could be the new media baron of the 1990s, in the same league as Rupert Murdoch. He's already that in Mexico, where many people believe he's the second most powerful man, next to the president.

Few people know him well, but those who do fear him.

Emilio Azcarraga Milmo—or "El Tigre" (The Tiger) as he is called in Mexico—is about to hit the U.S. in a major way by undertaking the biggest media risk of the new year: the launch of a national U.S. sports daily, *The National*, slated for January.

If successful, the *National* could catapult El Tigre into a prominent position in U.S. print media.

It also would lay the groundwork for other ambitious plans the Mexican has for the U.S. market.

Whatever happens, the U.S. has not seen the likes of this kind of media baron since the eccentricities of William Randolph Hearst. The way Mr. Azcarraga came to finance the *National* illustrates the point.

Shortly after meeting at a New York dinner party, Peter Price, then publisher of the *New York Post*, and Mr. Azcarraga became absorbed in conversation about media and sports.

Mr. Azcarraga wondered why the U.S. didn't have a national sports daily, and he then suggested that he and Mr. Price put one together.

Though interested, Mr. Price said he still had a six-month commitment to the *Post*.

Six months later, Mr. Price received a telephone call from Mr. Azcarraga. "Six months are up, and it's time," he said.

Now the *National*, which will be published Sunday through Friday, has become the most-anticipated new launch since that of *USA Today* (its main competitor, many believe).

The *National* will cost an estimated $100 million to launch. It has an editorial staff of 25, led by Editor Frank Deford, a veteran of *Sports Illustrated*, and will cost 50¢ a copy.

Initially, the paper will be in New York, Chicago and Los Angeles. The plan is for it to spread to one market a month and in five years to be in more than 100 markets with a 1 million circulation.

As for the man behind it, few people know anything about him.

In Mexico, many believe Mr. Azcarraga's secrecy is based on fears of terrorists and kidnappers. He declined to be interviewed for

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By Raymond Serafin

A crisis mentality is back at Chrysler Corp., and that state of mind may carry both perils and opportunities for the company's ad agencies.

The No. 3 automaker on Friday announced a major new consumer incentives program that includes for the first time its popular minivans, a line critical to Chrysler's profitability.

Slumping sales and bleak forecasts drove the move to offer cash-back incentives of $1,000 to $2,000 on every Chrysler vehicle. There also is an innovative guarantee that buyers can get cash back if incentives are sweetened after this program expires Jan. 31.

Chairman Lee Iacocca explained the program in a highly unusual state-of-the-company address carried via closed circuit TV to dealers across the country.

Mr. Iacocca also gave the dealers reassurance that Chrysler is committed to the North American car business, and said the company is keeping its future product plans on schedule despite the tough times.

On the agency side, no one has suggested Mr.

Chrysler is demanding more from agencies, and strategic assignments are taking new turns.

Iacocca is considering the type of dramatic action he took 10 years ago, when Chrysler faced even deeper financial problems than it does now.

At that time, he fired all Chrysler's agencies and hired Kenyon & Eckhardt (now Bozell) away from Ford Motor Co.

But a sense of urgency about reviving the company's fortunes is unmistakable. As Chrysler struggles, the company is demanding more from agencies, and strategic assignments are taking new turns.

Last week Chrysler called in three of its agencies—Bozell, BBDO Worldwide and Campbell-Mithun-Esty—to present ideas for the incentives campaign, an assignment that in the past would have automatically gone to corporate agency Bozell.

In the end, Chrysler assigned the new campaign to Bozell, but the work is based on "ideas from all three agencies," said A.C. "Bud" Liebler, Chrysler executive director-corporate communications and marketing services. That lends support to the view that the estimated $20 million corporate account is in play (AA, Nov. 13).

"I wouldn't be surprised if there were more creative jump balls," said one Chrysler agency source.

Radio spots for the new incentive campaign

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LAST MINUTE NEWS

Stroh mulls cuts as Coors deal dies

DETROIT—Major ad cutbacks could be in store for Stroh Brewery in the wake of last week's failure to complete a deal with Adolph Coors Co.

Coors backed out of the $425 million deal Dec. 15, saying it couldn't resolve "significant issues" and anti-trust concerns in a timely manner.

Brewing division President Peter Coors said negotiations would continue, but Stroh has the option of looking for other buyers. Among other brewers mentioned as possible buyers are Guinness PLC, a Belgian brewer and S&P Corp., marketer of Pabst and Pearl beers.

Sources said if the deal can't be resuscitated or another suitor found quickly, Stroh might have to think about cutting back Stroh's and Stroh's Light from national to regional support or major across-the-board cutbacks in its onetime $40 million advertising account. Hal Riney & Partners, San Francisco, handles Stroh's and Stroh's Light. Grey Advertising, New York, handles Old Milwaukee.

"We would expect to continue to support Schlitz Malt Liquor and Old Milwaukee at historic levels," said Christopher Sortwell, Stroh VP-corporate planning and development. "The ques-

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R.J. Reynolds targets black smokers with a new cigarette.

Top honor ..... P. 30
Frankel & Co. wins *Ad Age's* Sales Promotion Agency of the Year award.

Meter madness ..... P. 45
TV networks question measurement techniques used with people meters.

Cabinet execs back limits on alcohol ads

By Steven W. Colford

WASHINGTON—In what may be an omen for alcoholic-beverage marketers, two members of President Bush's Cabinet last week said alcohol advertising and promotional practices should be more closely regulated or banned by the federal government.

The controversial statements by Transportation Secretary Samuel Skinner and Health & Human Services Secretary Louis Sullivan were sandwiched around a 10-minute speech by President Bush before about 180 representatives of anti-alcohol and drunken driving groups.

Stephen Hart, White House deputy assistant press secretary, said the two Cabinet officers were expressing their own views and not those of President Bush. There was no discussion within the White House to review alcoholic beverage advertising, but the subject could easily be brought to the president's attention by the department heads, Mr. Hart said.

"Both Skinner and Sullivan could bring this to the Domestic Policy Council, and that appears to be under consideration at both these agencies," Mr. Hart said. "It's an obvious concern of two key cabinet heads."

The issue arose when Mr. Skinner, after dismissing a suggestion of raising alcohol excise taxes, agreed stricter regulation of alcohol advertising might be needed.

"This whole issue of regulated advertising is something the federal government has traditionally looked at and stayed away from," Mr. Skinner said. "I'm not sure that it's not time to revisit those issues."

But it was Mr. Sullivan, following the president's brief appearance, who turned the 90-minute White House meeting into a dialog on alcohol advertising and promotion.

"We should consider some

S. Skinner

L. Sullivan

form of restraint on the advertising of alcoholic beverages," he said. "Radio and TV station managers must give alcohol advertisers less leeway. We can no longer allow impressionable young people to see the use of alcohol promoted as the essential ingredient in every social gathering or to have alcohol affiliated with rock concerts or other events that attract our teen-agers. It's time we have advertising that celebrated sobriety."

And when Ava Troxler, from the Winston-Salem, N.C., chapter of Remove Intoxicated Drivers, said the government could remove alcohol advertising from TV and radio as it did cigarette advertising, Mr. Sullivan enthusiastically agreed.

"We certainly will work to influence that significantly," he said. "The sentiment you express I fully support and will encourage."

The comments represent Mr. Sullivan's personal and departmental views, said Bob Schmermund, HHS deputy assistant secretary for public affairs.

"He has said in the past that we need to look into alcohol advertising," Mr. Schmermund said. "But I know of no specific plans or legislation in that regard."

But it appears quite possible, if not likely, that legislation restricting certain alcohol marketing practices may be forthcoming early in 1990. By Jan. 15, Mr. Sullivan, to comply with federal law, must deliver to Congress a report on alcohol and alcohol abuse, including legislative recommendations.

Based on his remarks at the White House, which reiterated proposals by former Surgeon General C. Everett Koop's drunken driving workshop of a year ago, Mr. Sullivan's report may well propose banning specific alcohol marketing techniques.

Those could include the use of celebrities in alcohol promotions, the sponsoring or promoting of concerts and sporting events where the audience is largely below drinking age, and alcohol ads that portray activities such as race-car driving and other risky pastimes.

Those recommendations, in turn, could find their way into legislation widely anticipated from Sen. John Glenn (D., Ohio), who attended last week's White House session and whose Senate Governmental Affairs Committee earlier this year probed alcohol advertising practices. □

Sears loses Disney, Tiegs

By David Snyder
Crain News Service

CHICAGO—Sears, Roebuck & Co. has lost its grip on one of its most promising promotional opportunities: a comprehensive, 10-year marketing pact with Walt Disney Co., signed with much fanfare in November 1987.

Under terms of the deal, viewed as an in-store marketing bonanza, Sears would have obtained exclusive rights to develop products using characters from classic and upcoming Disney animated films, and the ability to market a line of Disney children's apparel.

But terms of the agreement have been dramatically curtailed, leaving Sears with little more than the rights to sell new Disney merchandise on a case-by-case basis. (Sears maintains exclusive rights until 1991 to more than 250 characters from classic movies, such as "Peter Pan" and "Snow White.")

"We found the terms of the deal restrictive," a Disney spokesman said. "Now Sears has the opportunity to work with other film companies, and we have the right to work with other retailers."

C. Tiegs

Sears said a full-fledged alliance with Disney no longer fits its "power format" strategy.

Observers say the decision to call off the Disney alliance is unfortunate. Disney's powerful draw was seen as an effective way to attract customers.

"Without some promotion, the stores have the excitement of a dial tone," said one former Sears executive.

Sears also said the retailer and model Cheryl Tiegs are going their separate ways after a 10-year relationship.

The company's exclusive endorsement and apparel contract with Ms. Tiegs expires at yearend and won't be renewed.

Both Sears and Ms. Tiegs, 42, said the decision not to continue their affiliation was mutual.

Sears said the move is part of a strategy to shift to more brand-name merchandise in women's apparel. However, where it does market private-label items, Sears wants the label to be its own rather than one piggybacked on the reputation of a celebrity.

Affiliations with golfer Arnold Palmer and actress Stephanie Powers will continue, at least until their contracts expire.

Ms. Tiegs said Sears' marketing support for her sportswear line has declined steadily in recent years, culminating in a decision this year to exclude her from the catalog.

"It's not a positive, beneficial working relationship anymore," Ms. Tiegs said in an interview.

Terms of her contract weren't disclosed, but it's believed she received a fee plus percentage of sales. □

Notice to our readers

Advertising Age will not publish a Dec. 25 issue. Instead, we will publish a special issue on Jan. 1 reviewing the 1980s.

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Frankel & Co. has won the title of Sales Promotion Agency of the Year, impressing *Ad Age* judges with its innovative thinking and creative problem-solving.

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The commercials of 1989 contained some blasphemy, theft, quackery, copycatting and even pornography. But in the end, it was a great year in the history of TV advertising.

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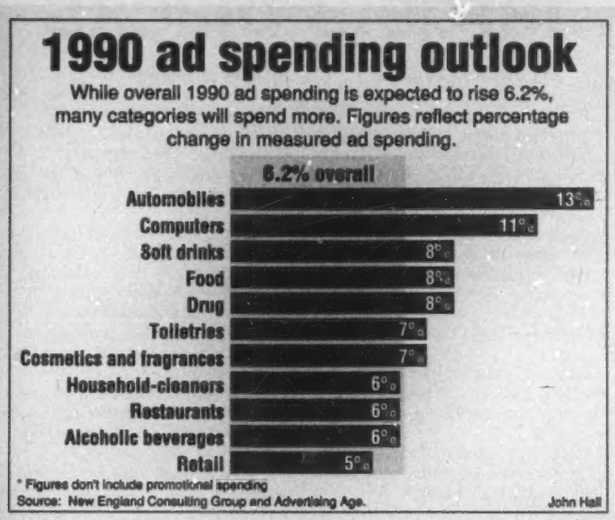
Ad spending to grow 6% to 10%


1990 ad spending outlook
While overall 1990 ad spending is expected to rise 6.2%, many categories will spend more. Figures reflect percentage change in measured ad spending.
6.2% overall
Automobiles 13%
Computers 11%
Soft drinks 8%
Food 8%
Drug 8%
Toiletries 7%
Cosmetics and fragrances 7%
Household-cleaners 6%
Restaurants 6%
Alcoholic beverages 6%
Retail 5%
* Figures don't include promotional spending
Source: New England Consulting Group and Advertising Age.
John Hall

An Advertising Age roundup

U.S. advertisers have made a New Year's resolution to increase ad expenditures as much as 6% to 10% next year, a more bullish outlook than previously indicated.

Although industry guru Robert Coen, a McCann-Erickson Worldwide senior VP, said he believes 1990 will "be a better year than 1989 but certainly not a boom year," an informal *Advertising Age* survey found marketers may be more inclined to loosen their purse strings.

Mr. Coen, whose annual projections are taken as gospel by most advertisers and agencies, last week predicted spending next year will climb a modest 6.2% to $132.6 billion. His forecast came at the annual PaineWebber media outlook conference *(see story on Page 41)*.

Despite fears the U.S. economy may plunge into recession by late 1990, industry executives predict ad spending in the automobile industry, fueled by several car introductions including General Motors Corp.'s Saturn, will increase an average of 13%.

"We're seeing people commit to building brand identities and keeping their budgets up. We're not seeing people jump into short-term measures."

Ad spending behind computers, where competition in the portable computer category remains fierce, will grow 11%, industry executives said.

"There are real wars about to break out in the PC and laptop segments, and I expect to see a number of new-product introductions," said Mark Minkin, director of corporate advertising at Bull, a computer marketer.

In consumer non-durables, such as soft drinks, food and over-the-counter drugs, executives said ad spending will climb about 8%. Spending behind cosmetics and fragrances and toiletries should average 7% growth, while household cleaners may show slightly more than 6% growth.

"We tend to be more bullish than others about the potential for media spending in the U.S.," said Martin Sorrell, chief executive of London-based WPP Group, which owns J. Walter Thompson Co. and Ogilvy & Mather Worldwide.

In his speech at the conference,

(Continued on Page 45)

Hall of Fame lauds industry pioneers

By Steven W. Colford

For Jean Wade Rindlaub, last week's election to the Advertising Hall of Fame represented the capstone to a copywriting career that began when Herbert Hoover was president, TV an experiment and the Saatchi brothers not yet born.

Ms. Rindlaub, 85, who retired as a BBDO VP in 1964, is one of three 1989 electees to the industry pantheon, joining James Burke, former chairman-ceo of Johnson & Johnson, and Raymond Mithun, founder of Campbell-Mithun-Esty.

They will be inducted March 22 in ceremonies at New York's Waldorf-Astoria.

The three survived an original roster of 40 nominees, and will join 109 people already enshrined in the Hall of Fame, administered by the American Advertising Federation.

Mr. Burke, for 12 years the top man at Johnson & Johnson and a moving force behind its growth into a $9 billion global marketer, remains a key industry representative, presently serving as chairman of the Media-Advertising Partnership for a Drug-Free America.

Perhaps Mr. Burke's business acumen and advertising sense were best dis-

(Continued on Page 46)

The Advertising Hall of Fame this year honors (from l.) Jean Wade Rindlaub, James Burke and Raymond Mithun.

Tyson's Looney about kids

New meals stress nutrition, convenience, fun

By Christy Fisher

Tyson Foods is teaming up with Bugs Bunny and the rest of the Looney Tunes gang to introduce a line of microwaveable low-fat frozen meals for children.

Tyson Looney Tunes Meals should be in much of the U.S., excluding the Northeast, by April. Rollout in the Northeast begins in October.

Each item in the eight-entree line features a different character, including Bugs, Daffy Duck, Speedy Gonzales, Road Runner, Sylvester, Tweety, Wile E. Coyote and Yosemite Sam.

A $10 million ad campaign breaks in May, including a 30-second animated network TV spot aimed at kids. Print ads targeted at parents focus on the meals' low-fat content, nutritional value and convenience.

Stern Walters Partners, Chicago, is handling; Saatchi & Saatchi Advertising, New York, remains Tyson's agency of record.

Tyson is the latest player in the emerging children's prepared-meals category, which the company estimates is worth a potential $250 million.

My Own Meals has a shelf-stable line in Midwestern markets, and ConAgra has plans for a national rollout early next year of its Kid Cuisine, a line of eight frozen dinners marketed under the Banquet brand.

Daffy Duck and seven other Looney Tunes characters are featured on Tyson's new line of meals for kids.

Geo. A. Hormel & Co. for the past year has been testing its Kid's Kitchen line of shelf-stable entrees, and Great American Food Co. is said to be testing a line called Kids' Cupboard, to be introduced within the next six months.

Tyson sought the affiliation with Warner Bros.' Looney Tunes characters because it wanted to make the meals fun and appeal to kids, said Jack Dunn, Tyson's VP-retail marketing.

Besides the characters on the box, each meal will be packaged with a Looney Tunes-related premium, he said, such as character collector cards.

Tyson thinks the meals also will have a nostalgic appeal to parents.

"Bugs Bunny is 50 years old," Mr. Dunn said. "You grew up with him. I grew up with him. Bugs Bunny is still the No. 1 character on Saturday morning cartoons." □

Julie Liesse Erickson in Chicago contributed to this story.

Pentagon to cut ad ammunition?

By Janet Meyers

WASHINGTON—The end of the Cold War may also mean the end of "Be all you can be," "Aim high" and "A few good men."

As the White House slashes defense spending with military threats from Eastern Europe waning, military recruitment advertising will likely suffer similar reductions, Pentagon officials predict.

The size of those cuts is still in question. But the Army, which now barely reaches its recruitment goals, fears Pentagon decision-makers will slash advertising so severely the Army won't be able to get its message out to potential recruits.

For 1990, the Defense Department will spend about $185 million on recruitment advertising, a 5% drop from 1989. The cuts in 1991 will be steeper, military officials say.

"Candidly, I wouldn't be surprised" to see a dramatic cut in the 1991 ad budget, said Lt. Col. Dave Fredrikson, assistant director, Defense Office of Accession Policy. He estimated the ad budget cut will equal the percentage reduction in military personnel.

"I would just assume everything in the defense budget would be smaller," said John Glorieux, exec VP-general manager, Young & Rubicam, New York, which handles the Army's $91 million account. The Army "is an account we value," even if its dollar amount drops over the next several years, he said.

Decisions on how advertising will be affected by the major policy shifts now under discussion by the Pentagon and Congre are several months away.

"When you're talking about canceling B-1s, our priority

(Continued on Page 41)

CONSUMER MAGAZINE AD LINAGE

	November 1989	November 1988	Year-to-date 1989	Year-to-date 1988
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	150.6	172.7	1,731.9	1,826.9
Car & Driver	122.8	122.2	1,208.1	1,129.1
Car Collector & Car Classics	18.7	18.8	187.0	188.9
Car Craft	66.1	74.5	848.6	907.6
Circle Track	86.4	75.6	941.2	883.8
Cycle	38.1	35.0	447.0	460.3
Cycle World	40.8	37.1	459.0	507.4
Dirt Rider	29.4	43.8	349.6	415.4
Dune Buggies & Hot VWs	69.6	70.6	758.6	811.1
Family Motor Coaching	168.7	162.9	1,991.1	1,912.0
4 Wheel & Off-Road	96.4	95.9	927.1	975.0
Four Wheeler	94.7	97.0	923.1	991.0
Hot Rod	80.6	85.6	980.5	962.7
Motorcyclist	28.1	25.8	439.4	452.4
Motor Trend	117.8	71.1	942.8	843.7
Motorhome	92.0	91.8	1,023.7	1,024.9
Rider	28.4	30.7	365.8	428.2
Road & Track	149.4	107.1	1,206.8	1,138.0
Trailblazer	41.0	48.5	596.0	632.5
Trailer Life	91.6	102.5	1,014.9	1,085.9
Total Group	**1,611.2**	**1,569.2**	**17,342.3**	**17,576.7**
% change	**2.7%**		**-1.3%**	
■ Boating & yachting				
Boating	120.9	139.0	1,607.7	1,739.6
Chesapeake Bay	38.3	47.3	570.4	573.7
Cruising World	97.3	83.0	1,317.9	1,343.7
Lakeland Boating (11X)	118.0	73.0	991.8	882.9
Motor Boating & Sailing	96.2	138.6	1,499.0	1,695.2
Sail	84.1	106.3	1230.7	1210.2
Trailer Boats (11X)	35.3	35.9	696.2	664.3
Western Boatman (6X)	44.7	42.0	271.8	300.3
Yachting	144.3	135.3	1,539.1	1,585.8
Total Group	**779.1**	**800.3**	**9,724.6**	**9,995.7**
% change	**-2.7%**		**-2.7%**	
■ Civic/fraternal				
Elk (10X)	16.0	16.3	155.4	171.5
Kiwanis	17.1	20.8	144.4	160.1
Lion (10X)	9.5	3.1	70.1	61.2
Rotarian	16.7	15.0	144.0	204.8
V.F.W. (11X)	25.5	27.3	288.3	289.7
Total Group	**84.8**	**82.5**	**802.2**	**887.3**
% change	**2.8%**		**-9.6%**	
■ General				
American Health (10X)	62.8	72.0	679.8	614.5
American Heritage (8X)	81.0	86.8	357.4	316.6
American Legion	34.6	38.5	358.0	402.4
American West (6X)	—	—	149.8	162.0
Art & Antiques (10X)	76.0	68.4	696.5	673.7
ARTnews (10X)	110.8	134.2	1,069.2	1,055.3
The Atlantic A.	85.9	64.0	563.6	462.8
Bon Appetit A.	144.2	141.0	934.8	936.0
Cable Guide	39.1	35.5	410.6	353.0
Changing Times	63.4	75.3	570.5	625.9
Conde Nast's Traveler	119.0	75.9	871.7	571.2
Connoisseur	107.8	147.2	857.0	968.0
Consumers Digest (6X)	33.0	31.1	147.9	145.1
Ebony	112.4	124.1	1,065.4	1,108.1
European Travel & Life	72.7	75.2	515.7	414.2
Food & Wine	76.7	92.8	665.1	606.5
Games (6X)	23.8	9.5	80.0	45.9
Golden Years (6X)	47.7	31.5	267.7	423.1
Gourmet	184.6	159.0	1,159.7	1,139.7
Harper's Magazine A.	31.8	33.7	333.9	354.6
Harrowsmith (6X)	48.3	46.2	342.8	317.2
Islands (6X)	92.0	75.7	399.2	301.0
Lat'l's Live	49.0	53.0	525.0	540.0
Life	58.2	119.4	734.0	662.0
Modern Maturity (6X)	—	—	201.2	182.4
Money	174.7	135.5	1,176.2	1,279.7
Mother Earth News	69.2	70.1	461.3	439.6
National Geographic	30.5	27.1	249.2	245.2
National Geographic Traveler (6X)	44.3	35.9	199.8	154.6
Natural History	46.7	49.4	449.4	425.6
New Choices	45.0	64.8	394.9	379.0
Prevention	50.9	52.7	560.9	600.8
Psychology Today	36.9	32.6	325.4	284.9
Reader's Digest A.	120.7	123.3	1,039.4	1,103.7
Saturday Evening Post (5X)	47.3	35.3	352.6	281.7
Smithsonian	130.3	118.5	968.3	965.4
Town & Country	231.3	229.5	1,498.2	1,512.2
Travel-Holiday	27.5	27.5	443.7	384.0
Travel & Leisure	216.0	179.6	1,424.8	1,275.3
Travelhost	1,157.0	1,188.0	13,990.0	13,527.0
Vanity Fair	190.2	136.7	1,322.1	1,043.7
Yankee	82.7	90.9	708.0	842.0
Total Group	**4,625.5**	**4,552.2**	**41,124.9**	**39,900.2**
% change	**1.6%**		**3.1%**	
■ Home				
Americana (6X)	—	—	91.4	79.9
Architectural Digest A.	263.2	212.3	1,750.5	1,688.2
Better Homes & Gardens	157.9	151.1	1,298.4	1,312.3
Colonial Homes (6X)	61.1	63.2	357.0	367.4
Columbus Monthly-Homes (4X)	—	—	134.1	150.5
Cooking Light	54.9	52.5	312.2	236.3
Country Home (6X)	54.0	70.9	444.3	352.6
Country Living	117.9	119.3	1,029.3	1,032.6
Family Handyman (10X) A.	43.3	54.1	456.9	481.3
Florida Home & Garden	71.3	96.0	880.9	814.2
Flower & Garden (6X)	22.1	41.6	210.6	256.5
Home	46.4	51.9	648.3	686.0
Home Mechanix	95.1	58.1	612.0	584.4
The Homeowner (10X)	26.6	25.9	314.9	309.9
Horticulture	37.5	34.3	415.0	411.2
House Beautiful	89.2	88.5	761.6	802.5
House & Garden	103.7	113.7	908.6	1,026.8
Metropolis	61.0	68.9	669.1	626.0
Metropolitan Home	130.3	127.8	1,133.4	980.6
Midwest Living	58.8	69.6	383.7	327.0
1,001 Home Ideas	71.3	66.3	666.0	639.4
Organic Gardening (11X)	24.9	24.4	386.4	467.6
Phoenix Home/Garden	97.0	106.0	823.8	819.5
Practical Homeowner (9X)	39.2	24.6	312.5	357.2
San Diego Home/Garden	61.8	62.0	786.7	768.5
Southern Accents (6X)	111.3	114.0	673.2	687.8
Southern Living	129.2	160.2	1,269.2	1,368.7
Sunset Magazine A.	137.0	153.7	1,303.9	1,382.5
Workbench (6X)	47.4	44.1	277.9	236.7
Total Group	**2,213.4**	**2,254.9**	**19,312.9**	**19,253.9**
% change	**-1.8%**		**0.3%**	
■ In-flight & other passenger				
Aboard Group (6X)	59.3	50.6	253.1	226.8
Alaska Airlines	88.3	55.4	724.6	610.8
America West Airlines	88.0	80.5	774.3	702.5
American Way (24X)	223.2	198.8	1,767.5	1,664.4
East/West Network:				
Continental Profiles	65.8	79.1	643.8	575.4
Eastern Review	46.2	94.3	468.8	751.2
Pan Am Clipper	74.5	56.9	612.9	499.1
Southwest Spirit	62.5	78.9	698.9	704.2
TWA Ambassador	61.3	79.1	567.3	532.7
Vis 'A Vis	107.1	98.8	973.8	728.8
Halsey Publication: Delta Sky	95.7	89.9	905.0	899.0
Pace Communications: US Air Magazine	71.7	76.7	672.4	682.1
Spirit of Aloha	28.9	24.8	270.2	229.8
Total Group	**1,072.4**	**1,063.8**	**9,332.7**	**8,806.8**
% change	**0.8%**		**6.0%**	
■ Men's				
Esquire A.	168.5	154.8	1,299.8	1,134.2
Firehouse Magazine	43.7	42.8	467.5	503.7
Gentlemen's Quarterly A.	204.2	235.2	2,017.4	1,963.7
M Magazine	74.3	65.3	803.0	849.3
Penthouse A.	55.4	49.4	564.0	477.6
Playboy A.	75.2	64.4	671.1	599.3
Salute (10X)	43.8	35.4	314.3	266.6
Total Group	**665.0**	**647.4**	**6,137.1**	**5,794.4**
% change	**2.7%**		**5.9%**	
■ Metropolitan				
Aloha (6X)	53.2	34.2	276.2	179.4
Atlanta	74.7	87.3	690.6	786.5
Baltimore	87.7	75.7	749.4	754.4
Boston	158.1	202.9	1,517.1	1,763.5
California	74.9	73.7	699.4	726.2
Chicago	158.7	155.5	1,292.8	1,272.0
Chicago's North Shore	117.2	109.2	1,076.7	1,017.4
Cincinnati	47.6	65.1	550.0	557.9
Cleveland	63.0	63.1	607.7	642.9
Columbus Monthly	85.3	69.6	822.1	785.7
Connecticut	100.5	119.3	1,100.4	1,157.7
D/Magazine	81.7	95.1	771.3	893.5
Denver	24.0	39.0	195.0	278.0
Detroit Monthly	80.4	110.6	671.7	950.5
Grand Rapids	50.7	63.7	449.5	458.0
Honolulu	83.4	101.7	609.3	673.3
Houston Metropolitan Magazine	92.9	80.1	711.8	636.9
Inside Chicago (8X)	43.9	56.2	271.3	231.5
Los Angeles	170.0	175.8	1,653.3	1,660.7
Louisiana Life (6X)	35.5	30.5	200.0	203.4
Madison	56.0	48.0	454.0	399.4
Memphis	54.0	84.0	810.3	908.3
Mid Atlantic Country	52.4	35.3	479.2	401.0
Milwaukee	76.3	72.9	618.3	626.7
Minneapolis/St. Paul	152.9	156.3	1,224.3	1,171.4
Minnesota Monthly Magazine	72.6	52.6	597.2	456.9
Nashville	58.0	60.0	626.0	492.0
New England Monthly	44.4	57.7	502.0	530.1
New Jersey Monthly	136.6	109.0	1,078.4	1,141.1
New Mexico	39.8	47.8	436.3	397.0
Ohio	47.6	61.9	588.3	632.3
Orlando	107.0	96.0	1,093.3	961.8
Pacific Northwest	53.8	63.1	537.9	454.9
Palm Beach Life	70.9	80.3	723.4	689.7
Palm Springs Life	113.8	91.9	1,367.1	1,218.7
Philadelphia	164.8	185.5	1,522.3	1,668.8
Phoenix	49.8	54.8	461.2	555.0
Pittsburgh	90.3	82.0	748.0	771.1
Rhode Island Monthly	61.5	58.6	632.8	333.9
Sacramento Magazine	73.0	83.0	622.1	752.0
St. Louis	63.6	40.4	530.0	453.3
San Diego	141.3	146.9	1,448.7	1,654.1
San Francisco Focus	127.1	145.0	1,169.3	1,120.7
Sarasota	76.0	77.0	779.0	696.0
South Florida Magazine	194.0	210.8	1,195.5	1,120.5
Texas Monthly	121.5	109.9	1,086.2	1,089.4
Ultra	58.5	52.3	450.9	301.2
Washington (7X)	45.0	106.0	394.8	461.7
The Washingtonian	196.5	195.5	1,776.5	1,719.2
Total Group	**4,282.2**	**4,452.7**	**38,968.6**	**38,827.7**
% change	**-3.8%**		**0.1%**	
■ Music/entertainment				
Audio	111.6	111.2	1,253.5	1,148.9
Dance Magazine	57.5	51.1	582.1	578.8
Playbill	73.5	71.1	558.0	581.8
Video Magazine	77.4	74.0	719.4	704.0
Total Group	**320.0**	**307.4**	**3,114.0**	**3,013.5**
% change	**4.1%**		**3.3%**	
■ Outdoor & sport				
Alaska	39.8	39.3	420.0	395.0
The American Handgunner (6X)	67.0	57.0	341.0	320.0
American Hunter	40.3	17.5	283.3	274.0
American Rifleman	38.8	26.3	288.0	294.5
Backpacker (6X)	40.2	—	202.9	145.2
Bass Master (10X) A.	56.6	72.3	683.0	699.2
Bicycling (9X)	—	—	1,014.0	1,025.2
Cross Country Skier	87.9	86.6	213.5	222.0
Ducks Unlimited (6X)	51.7	48.1	202.3	200.9
Field & Stream	82.9	80.8	896.1	933.5
Fishing World (6X)	25.0	15.8	204.7	201.0
Florida Sportsman	102.2	85.5	1,335.0	1,339.7
Golf Digest	75.0	80.3	1,291.3	1,151.0
Golf Illustrated	46.0	40.0	530.0	350.2
Golf Magazine	66.0	66.8	1,093.4	987.7
Gun Dog (6X)	35.7	40.8	264.6	193.3
Guns	50.0	52.0	435.0	476.0
Guns & Ammo	47.6	59.9	499.0	583.9
In-Fisherman (7X)	—	—	432.1	372.3
Outdoor Life	67.4	86.3	865.9	868.3
Outside Magazine	78.5	72.3	683.5	621.3
Petersen's Hunting	59.6	71.2	534.6	607.9
Runner's World (12X)	43.7	53.5	428.6	408.7
Salt Water Sportsman	82.3	102.7	1,252.1	1,280.8
Shooting Times	35.7	44.0	357.0	399.0
Sierra (6X)	44.7	43.4	275.0	252.6
Ski (8X) A.	186.3	139.9	878.4	773.8
Skiing (7X) A.	176.3	184.7	746.2	766.8
Skin Diver	99.0	110.3	1,246.3	1,262.2
Southern Outdoors (9X)	46.9	48.1	482.1	562.0
Southern Saltwater (8X)	39.7	47.9	420.4	312.6
Sport Magazine	30.1	32.0	390.5	396.3
Sports Afield	50.6	60.8	696.4	797.7
Surfing	98.0	106.5	743.5	805.4
Tennis	49.1	64.9	719.7	870.4
Waterski (9X)	47.7	48.5	656.1	601.9
Western Outdoors (10X)	26.4	29.1	357.2	408.0
Wildfowl (6X)	36.9	37.8	131.1	132.6
WindRider (8X)	46.8	49.0	396.4	407.7
Wing & Shot (6X)	19.2	23.2	96.6	83.8
World Tennis	30.9	32.2	514.3	605.3
Total Group	**2,348.3**	**2,357.0**	**23,501.0**	**23,389.5**
% change	**-0.4%**		**0.5%**	
■ Photography				
American Photographer	38.8	26.0	347.6	329.2
Petersen's Photographic	44.9	36.7	303.4	300.9
Popular Photography	117.1	97.6	983.2	885.5
Total Group	**200.9**	**160.3**	**1,634.2**	**1,515.6**
% change	**25.3%**		**7.8%**	
■ Science/electronic/mech				
Discover	37.8	46.3	432.0	386.5
Home Office Computing	63.2	55.3	499.3	474.5
Omni	64.2	65.2	646.0	708.3
Popular Mechanics	67.5	89.7	844.3	865.6
Popular Science	83.4	77.2	993.4	747.4
Scientific American	41.5	74.0	453.8	456.4
Spectrum	69.9	60.7	650.0	717.3
Total Group	**427.5**	**468.4**	**4,418.8**	**4,356.0**
% change	**-8.7%**		**1.4%**	
■ Woman/fashion/service				
Beauty Digest (6X)	—	—	120.3	91.8
Bride's Magazine (6X) A.	—	—	2,832.5	2,420.5
Cosmopolitan A.	236.8	233.0	2,182.0	2,212.2
Elle Magazine	244.6	217.8	2,104.0	2,034.9
Essence	73.2	86.4	806.6	866.2
Family Circle (17X) A.	276.1	248.4	1,897.0	1,692.2
Glamour	162.9	171.2	1,821.1	1,899.2
Good Housekeeping A.	210.3	195.2	1,529.9	1,465.6
Harper's Bazaar	122.4	156.7	1,341.5	1,339.4
Health	29.8	31.1	358.9	399.9
Imagen	132.8	145.0	1,024.2	949.3
Ladies' Home Journal	205.4	158.1	1,472.2	1,238.1
Mademoiselle	153.5	152.6	1,530.5	1,661.0
McCall's	107.6	122.7	1,035.3	920.5
Military Lifestyle (10X)	58.0	60.9	530.4	513.1
Modern Bride (6X)	—	—	2,158.8	1,906.9
Ms.	25.8	34.0	338.7	346.1
New Woman	97.9	93.4	936.8	939.0
Parents Magazine A.	167.3	177.5	1,354.2	1,257.5
Redbook	132.1	115.5	1,099.7	1,110.5
Savvy	81.5	81.0	548.5	521.9
Self	153.0	145.3	1,246.4	1,174.1
Seventeen	88.9	94.3	1,262.7	1,331.9
Soap Opera Digest (26X)	42.9	32.2	446.3	299.8
Soap Opera Update	11.0	14.0	114.3	110.5
Teen Magazine	58.3	40.3	554.3	595.3
True Story A.	66.1	60.1	546.5	626.3
Vogue	314.8	328.7	3,066.9	3,089.6
W Magazine	117.8	103.3	1,442.9	1,351.9
Weight Watchers	28.2	34.9	373.9	368.3
Woman (10X)	41.7	43.0	333.3	387.5
Woman's Day (15X) A.	155.9	164.2	1,620.7	1,511.4
Workbasket	26.7	25.4	240.9	253.2
Working Mother	115.3	146.3	830.8	876.1
Working Woman	127.5	132.7	1,089.6	1,086.1
Total Group	**3,868.1**	**3,844.9**	**40,173.5**	**38,797.6**
% change	**0.6%**		**3.5%**	
■ Youth				
Boys' Life	43.1	21.4	232.1	185.6
Campus Life (10X)	54.0	41.5	451.2	411.0
Total Group	**97.2**	**62.9**	**683.3**	**596.6**
% change	**54.5%**		**14.5%**	
■ Business/national				
Barron's	180.2	184.7	1,863.1	2,007.9
Black Enterprise	82.0	81.3	894.7	856.8
Business Month	56.9	66.6	406.6	373.3
Business Week (52X) A.	562.5	476.2	4,490.0	4,143.4
Entrepreneur	148.5	113.0	1,635.6	1,171.7
Financial World (26X)	61.3	88.1	631.8	612.9
Forbes (26X)	440.3	423.4	3,602.7	3,176.8
Fortune (26X)	423.5	333.5	3,466.4	2,929.6
Frequent Flyer	48.0	60.2	479.6	530.0
Futures	47.6	52.1	489.8	606.2
Inc. Magazine	124.4	163.3	1,085.6	1,122.2
Income Opportunities	79.6	80.5	763.3	844.6
Industry Week (23X) A.	106.4	146.4	1,065.5	1,035.5
Nation's Business (12X) A.	42.9	43.9	420.5	401.4
Total Group	**2,384.0**	**2,313.2**	**21,125.1**	**19,814.2**
% change	**3.1%**		**6.6%**	
■ Business/regional				
Advantage-Nashville's Bus. Mo.	74.0	84.0	780.0	729.0
Arizona Bus. Gazette (52X)	49.9	51.1	628.1	789.4
Baltimore Bus. Jrnl.	109.0	111.8	965.0	948.1
Bus. First of Buffalo	82.5	75.1	857.7	775.3
Bus. Jrnl.-Milwaukee	206.5	234.8	1,701.0	1,980.0
Bus. Jrnl.-Sacramento	80.8	90.9	929.2	937.8
Bus. North Carolina	32.7	29.3	453.7	400.7
Capital Dist. Bus. Review (52X)	67.0	104.5	758.8	831.4
Caribbean Business	168.2	128.0	1,422.8	1,239.9
Corporate Rpt. Minnesota	70.0	75.7	734.3	807.0
Crain's Chicago Bus. (52X)	131.1	138.0	1,566.4	1,657.3
Crain's Cleveland Bus. (52X)	72.4	81.4	877.9	818.9
Crain's Detroit Bus. (52X)	85.8	92.4	906.3	893.0
Crain's New York Bus. (52X)	74.0	57.0	680.0	575.0
Florida Trend (13X)	49.6	59.6	579.6	673.6
Georgia Trend	41.7	41.2	524.8	606.1
Grand Rapids Bus. Jrnl.	54.9	59.7	520.4	586.5
Hawaii Business	62.3	62.0	585.4	552.2
Houston Bus. Jrnl. (52X)	83.2	77.7	870.0	742.0
Indianapolis Business Journal (52X)	152.3	163.4	1,808.0	1,732.1
Manhattan Inc.	72.2	81.9	612.5	714.8
New England Bus. (12X) A.	46.0	51.7	424.2	595.8
New Orleans City Bus.	46.8	38.8	478.9	544.0
Pacific Bus. News (52X)	113.2	113.5	1,161.5	1,186.0
Philadelphia Business Journal	159.2	173.0	1,637.2	1,675.6
Pittsburgh Bus.Times (52X)	136.2	96.5	386.7	347.8
Providence Bus. News	84.0	82.1	1,002.2	946.9
Regardie's/Washington	144.0	134.0	1,809.0	1,621.0
St. Louis Bus. Jrnl. (52X)	158.1	115.6	1,177.1	1,262.1
Warfield Monthly Baltimore	60.0	65.0	663.0	737.0
Total Group	**2,767.5**	**2,769.5**	**27,501.7**	**27,905.9**
% change	**-0.1%**		**-1.4%**	
■ National Sunday mags				
Parade (52X)	64.5	59.3	653.4	620.7
USA Weekend (52X)	71.1	46.8	590.1	519.3
Vista Magazine (52X)	26.3	25.9	232.2	209.1
Total Group	**161.9**	**132.0**	**1,475.7**	**1,349.1**
% change	**22.6%**		**9.4%**	
■ Newspaper Sunday magazine				
Boston Globe	212.2	244.6	2,307.0	2,330.0
Chicago Tribune	149.2	140.1	1,356.2	1,210.0
Cleveland Plain Dealer	107.2	99.0	770.7	754.2
The Dallas Morning News	65.5	48.4	708.2	730.7
L.A. Times	109.3	91.6	841.5	839.5
Louisville Courier-Journal	45.0	38.0	362.0	420.0
New York Times Mag.	376.9	391.8	3,683.6	3,776.0
Philadelphia Inquirer	118.8	106.7	974.6	1,067.5
Seattle Times	101.0	94.0	820.0	808.0
St. Louis Post Dispatch	127.0	123.0	941.5	888.1
Toledo Blade Magazine	53.8	29.8	398.1	358.9
Washington Post	153.0	167.5	1,459.7	1,519.6
Total Group	**1,618.9**	**1,574.5**	**14,623.1**	**14,700.5**
% change	**2.8%**		**-0.5%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	121.8	148.0	1,572.6	1,850.5
Army Times Military Group:				
Air Force Times (52X)	169.6	174.9	1,782.3	1,813.0
Army Times (52X)	160.7	170.1	1,723.0	1,737.1
Navy Times (52X)	180.4	185.2	1,958.4	1,974.2
Capper's (26X)	22.2	17.9	337.6	259.5
Commonweal (22X)	7.8	13.4	71.9	74.0
Golf World (40X)	59.1	51.0	1,160.3	1,007.0
Grit (52X) A.	27.2	23.5	385.0	316.0
National Journal (50X)	48.0	76.0	665.9	795.4
National Review (25X)	24.6	43.4	280.1	401.9
New Republic (48X)	83.1	52.5	492.4	469.0
New York Magazine (50X)	319.3	295.2	2,768.1	2,706.4
New Yorker	345.7	309.8	2,124.4	2,046.0
Newsweek (52X) A.	324.4	312.9	2,281.5	2,268.2
People (51X)	365.9	497.7	3,361.0	3,377.9
Rolling Stone (25X)	264.4	181.7	1,815.5	1,650.8
Sporting News (52X)	59.0	60.6	577.3	568.8
Sports Illustrated (52X) A.	338.0	294.4	2,736.9	2,714.8
Time (52X) A.	297.1	313.9	2,491.5	2,290.8
TV Guide (52X) A.	341.9	372.8	3,001.4	3,170.9
US Magazine (26X)	72.9	64.6	898.2	590.5
U.S. News & World Report (50X) A.	245.6	197.1	1,858.5	1,900.0
Total Group	**3,878.7**	**3,856.7**	**34,141.8**	**33,744.9**
% change	**0.6%**		**1.2%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. *Ad Age* makes no attempt to verify them and therefore is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

PERSPECTIVAS

Sustained growth hinging on TV project

By Christy Fisher

Pity the Hispanic media and advertising agencies. Having a decade named after your market segment makes for a tough act to follow.

But advertiser and agency executives predict 1990 will continue the growth pattern established in the 1980s, the so-called "Decade of the Hispanic."

The growth will partly depend on a project in Los Angeles to better measure Hispanic TV audiences. The results of a Univision Network and Telemundo Group-commissioned Nielsen Media Research people-meter test will indicate the near-term validity of the Hispanic media and advertising market.

"It all depends on what happens with the Nielsen research," said Castor Fernandez, chairman-creative director of Castor GS&B Advertising, New York. "If the [audience share] numbers come through, the impact will be significant."

"Now, we get less than 1% of the [advertising] dollars for what we believe is 5% or 6% of [all TV] viewers," said Henry Silverman, president-ceo of Telemundo. "If we confirm those numbers, we'll get a greater share."

The second most significant event to affect the Hispanic market in the next decade will be the 1990 U.S. census.

In 1988, the census reported Hispanics constituted 8.1% of the U.S. population—a figure that is expected to grow to 9% by 1990 and to 11.1% by 2000.

The 1980 census made people sit up and take note of the Hispanic market; the 1990 Census will show companies that the market can't be ignored, said Herney Nisimblat, Colgate-Palmolive's Hispanic marketing director.

P&G: Head & Shoulders above the rest

Top 10 1989 Hispanic market advertisers ($ millions; % change vs. 1988)

1. Procter & Gamble Co.	$29.3	41.1%
2. Philip Morris Cos.	8.6	-34.4
3. Anheuser-Busch Cos.	8.4	-2.3
4. Colgate-Palmolive Co.	7.8	-1.3
5. McDonald's Corp.	6.9	4.5
6. Coca-Cola Co.	6.0	275.0
7. Adolph Coors Co.	5.2	2.0
8. Ford Motor Co.	5.0	35.1
Johnson & Johnson	5.0	22.0
10. Sears, Robuck & Co.	4.6	35.3

Source: Hispanic Business

John Hall

Those population projections, coupled with favorable Nielsen results, could have a tremendous impact on Hispanic TV alone, which makes up about 41% of the $584 million in media advertising now spent on the Hispanic market.

"We could see significant double-digit growth of 20%, 30%, 40% or 50% in 10 years," Mr. Silverman said. "It almost sounds ridiculous. But, by 2000, [overall] projected TV revenues are expected to hit $60 billion. If Hispanics make up 20% of the population and half watch Hispanic TV, we could be looking at $6 billion in revenue, up from $300 million now."

While growth in the 1980s was fueled by new players entering the market, much expansion in the 1990s will come from existing companies that are becoming increasingly sophisticated in their approach to the market, sources said.

Sales promotion will see much growth in the 1990s, advertisers said, as well as direct mail and PR. Also, TV and radio productions are becoming more elaborate.

"The promotion business really flourished in 1989 and that should continue into the 1990s," said Dick Tobin, president-ceo of Strategy Research Corp., Miami.

Some predict a third TV network will emerge and others expect to see growth in print media dollars.

A growing list of media options should stimulate Hispanic ad budgets. "Due to the growth in Hispanic media, we're growing accordingly," said Hernand Gonzalez, national manager-Hispanic marketing, Pepsi-Cola Co. "An advertiser can't get by with just one or two commercials anymore."

A number of events in the next decade also should put the spotlight on Hispanics: the 500th anniversary of Christopher Columbus' voyage; the 1994 Olympics in Barcelona, Spain; and the World Cup, which will be held in the U.S. in 1994.

"These should create a lot of good will toward Hispanics," said Carl Kravetz, president, Ferrer/-Ad America.

Mr. Silverman added one caveat to the bright projections.

"This outlook is tempered with the projection that the economy stays as it is now," he said. "If there is a downturn, ad budgets are the first thing to be cut and the first type of advertising to be cut and the last to be added are efforts geared toward specific market segments." □

Lotto interest: California Lottery Commission expects to announce finalists Jan. 17 and a tentative winner Feb. 2 for its Hispanic ad account, billing about $7 million to $9 million annually over four years (AA, Dec. 4). Attending a mandatory bidders' conference were incumbent Casanova Pendrill Publicidad; Castor GS&B Advertising; Cavazos & Associates; Font & Vaamonde Associates; Hispanic America; Mendoza Dillon & Asociados; Yolanda Mendoza; Sanchez & Levitan. Those attending will not necessarily make a bid. Susan Clark, the lottery's marketing director, said the lottery is "very pleased" with Casanova's performance, but is required by law to put the contract up for bid.

Bermudez clicks: Polaroid Corp. has named Bermudez Associates Hispanic agency for its estimated $1.5 million account. Bermudez also picked up promotional project work from Eveready Battery Co. for the Miami and Los Angeles markets.

Roundup: Nationwide Foods named Valdes Zacky Associates its first Hispanic agency to market traditional Mexican candies in southern California. McDonald's co-ops in Phoenix, Tucson and Yuma/El Centro, Ariz., have named Ferrer/Ad America. Ferrer now handles all co-op advertising in Arizona and California.

Count on it

Census efforts adding up

By Christy Fisher

By the time 1990 census forms are mailed on March 23, Hispanics should be well aware of the importance of standing up and being counted.

A flurry of ad campaigns promoting the census begins next month. A U.S. Census Bureau effort targeting Hispanics will be supplemented by ads from marketers, Hispanic civic and business organizations and the Hispanic media.

The aggressiveness of some campaigns underscores what's at stake: more political power. Hispanic media and agencies are interested in pushing participation to bolster advertiser interest in the market.

The 1990 census is expected to show a 34.5% increase in U.S. Hispanic population vs. 1980 figures. "It is the most important event to impact the Hispanic community well into the next century," said Jose Bermea, deputy chief-Hispanic media at the U.S. Census Bureau promotion office.

The campaign will attempt to correct a problem of undercounting. In 1980, the bureau estimates the undercount was 5% to 7%; others estimate it to be higher.

To get the most accurate count, the Census Bureau will break TV, radio and print promoting the importance of the census. The pro bono effort from the Ad Council and Castor GS&B is themed, *"Esta es la nuestra; participe en el censo"* ("This is our chance; participate in the census").

Three TV spots will be tailored to Mexicans, Puerto Ricans and Cubans. A fourth will be aimed at English-dominant Hispanics, Mr. Bermea said.

Univision urges viewers to make themselves count in spots supporting the upcoming census.

Twenty-five Hispanic organizations have endorsed the census project and many, such as the Mexican-American Legal Defense & Educational Fund, the National Association of Latino Elected Officials and U.S. Hispanic Chamber of Commerce, have created their own census-oriented campaigns.

MALDEF has teamed up with Univision Network for its *"Hagase Contar"* or "Make Yourself Count" campaign. Also the National Association of Latino Elected Officials, in cooperation with Telemundo Network, soon will break a TV campaign featuring Hispanic politicians. □

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People-meter changes proposed

By Wayne Walley

NEW YORK—The controversy surrounding people meters resurfaced last week, despite nationwide acceptance of the technology by advertisers, agencies and the TV industry.

This time, ABC, CBS, NBC and the National Association of Broadcasters say the issue is Nielsen Media Research's measurement techniques, not the measurement tool itself.

Their assessment, based on a 22-month, 600-page study of people meters released last week, questions the methods of selecting primary and alternate Nielsen families; the fatigue factor associated with punching people-meter buttons for more than a year; the ability of children and visitors to use the system; and the lack of a way to measure viewing outside the household.

"Television circa 1990 is different vs. the late 1940s and early 1950s when the techniques were established," said Alan Wurtzel, ABC's senior VP-marketing and research services. "Measurement must reflect today's viewing patterns within the home and more."

Some observers, including Arbitron Co., believe passive people meters might help solve some of the problems.

Passive meters record a viewer's presence without any effort by the person, unlike people meters in use today that require viewers to push buttons when they enter or leave the room.

Arbitron said last week it would begin installing passive people meters as early as 1991 to help achieve an "ideal" method of research and will buy 40,000 passive meters from French research company Telemetric.

Nielsen Media Research also hopes to have passive people meters in place by 1992 and entered into an agreement with the David Sarnoff Research Center last June to develop the necessary hardware.

But David Poltrack, senior VP-planning and research, CBS Broadcast Group, said passive people meters won't necessarily solve the problems uncovered by the $1 million Statistical Research Inc. report commissioned by the Big 3 networks/NAB Committee On Nationwide Television Audience Measurement.

"We can't clearly say a passive people meter is the ideal today. The issues go beyond that. You don't automatically assume not pushing buttons will increase participation," Mr. Poltrack said.

Among the issues explored by the report:

- Cooperation rate. In recent years, the rate of refusal to participate in all forms of survey research has increased. "Unquestionably, this is the biggest challenge because less than 50% of the [initial] designated sample is participating," Mr. Poltrack said.
- Metering of all sets. Nielsen's policy evolved to exclude certain classes of sets including those smaller than 5 inches, sets in boarder's quarters and those in detached buildings.
- Fatigue. The study showed a decline in reported viewing among those who have been in the panel longer. The committee suggested cutting the two-year turnover period in half.
- Children's and visitor's measurement. The procedure for children and visitors to log in to the people meter should be simplified to assure compliance, the study said.

The report also recommended that Nielsen establish a new group or an ombudsman to be responsible for quality control.

"The objective is to get the measurement right, not to get higher network ratings," said Barry Cook, chairman of the committee and VP-media research at NBC. "The changes needed will capture viewing that is not measured."

Mr. Cook said the introduction of the people meter in 1987 triggered the study, a comprehensive and unprecedented look at Nielsen's measurement techniques.

John Dimling, Nielsen's exec VP-group director of marketing, said Nielsen is already at work implementing some of the report's suggestions. Other recommendations, he said, require a great deal of work and could be scrapped because of cost. □

Ad spending

(Continued from Page 3)

Mr. Sorrell projected 10% "organic" growth from existing accounts, an optimistic outlook that stems from the presence of big-spending package-goods marketers on WPP client rosters.

"Package-goods companies are concentrating on increasing share rather than remaining the low-cost producer as they had been for the last few years," he said.

Bruce Crawford, chairman-ceo of Omnicom Group, said: "We're seeing people commit to building brand identities and keeping their budgets up. We're not seeing people jump into short-term measures."

Now that many companies are competing in mature categories filled with parity products, media ad spending is becoming more important.

"Ad spending in 1990 in our industries will average 5% to 7%" growth, said Clay Timon, VP-worldwide advertising, Colgate-Palmolive Co. "What we'd all like to do is carve back promotional spending and add those additional dollars to consumer media."

Mr. Timon said trade promotions still account for up to 65% of all marketing expenditures, and for "a good deal more" than the $450 million Colgate will spend on advertising in 1990.

Yet Mr. Timon and other industry executives said the tide is turning from heavy promotional spending, and that those dollars are being reinvested in consumer advertising.

"There's a little bit more stability in the advertising business, with not as much money being siphoned off into sales promotion," said Roy Bostock, president of D'Arcy Masius Benton & Bowles, New York. "That trend is abating."

"Our clients on average are increasing ad spending 10% next year," said Gary Stibel, principal of the New England Consulting Group, a package-goods consultancy. "They've found they need to reinvest more significantly in advertising to grow brand share."

Frito-Lay, the PepsiCo snackfoods division, plans to boost ad spending 50% to $90 million *(see story on Page 18)*. Perhaps more significantly, the increase isn't at the expense of the company's promotional budget, which will remain about even with 1989 spending, the company said.

While Frito-Lay, the No. 1 salty-snack marketer, may roll out some new products in 1990, most of the budget will back its five core brands. Main agencies are DDB Needham Worldwide, Chicago, and Tracy-Locke, Dallas.

"There's a little bit more stability in the advertising business, with not as much money being siphoned off into sales promotion."

L.A. Gear plans a 140% increase in ad spending to $60 million next year, primarily to fund its most extensive marketing campaign to date in support of a new line of shoes and apparel designed and endorsed by Michael Jackson.

The campaign, handled in-house, will mark L.A. Gear's first venture into network TV. Vitt Media International, Los Angeles, buys media.

US Sprint, the No. 3 telephone marketer, will spend 15% to 20% more on advertising in 1990, said George Rodriguez, VP-advertising and direct marketing. He estimated Sprint's overall ad budget will total between $140 million and $150 million, with $80 million to be spent on TV and print alone, including Sprint's first ad in several years during the Super Bowl.

J. Walter Thompson USA, San Francisco, handles.

Spending "varies with each category and client, but growth opportunities are spurring our clients to increase budgets," said Norman Brown, chairman-ceo, Foote, Cone & Belding Communications, Chicago. "Marketers can't afford to blow out advertising and still maintain share."

"It looks quite a bit like '89 to me," said Keith Reinhard, chairman-ceo, DDB Needham Worldwide, New York. "Some categories are down and some countries are soft. Overall, we'll see the same kind of increases, slow and steady as we did in '89. In the U.S., [the increase] will be around 7%; it was a little better this year, but we expect international to be better next year."

Increased competitive pressures likely will give another boost to automotive ad spending, which has risen at least 15% annually for each of the last five years (AA, Oct. 30). But if the lackluster market for car and truck sales continues for several more months, it could temper industry executives' predictions.

"There's bound to be talk of cutting back if sales don't pick up," said one GM agency executive. "But I think most people will be reluctant to take the chance on giving up any market share."

The National Restaurant Association predicts a 6.2% sales increase for restaurants.

Ad spending in the fast-food category could be slightly higher; the restaurant association projects a 7.4% increase next year there, compared with a 5.4% gain for full-service restaurants.

However, more fast-food marketing dollars are expected to flow out of media into promotion.

Food marketers in 1990 will watch the bottom line more carefully than in years past. Increasing commodity prices, the end of benefits from tax reform and a slowdown in mergermania have given food companies less leeway to increase prices and more pressure to keep shareholders happy—and consequently less room to spend with abandon.

Average spending increases are expected to hover closer to sales increases than in past years—meaning closer to 8% to 10% than 15% to 20%—as companies like Quaker Oats Co. and Campbell Soup Co. try to keep profit margins up.

As a result, food marketers' spending is likely to be more focused than ever on key brands and categories, and important new products.

ConAgra Consumer Frozen Food Co., with three new brands on its shelf—Healthy Choice, Kid Cuisine and Zap—will continue to "spend aggressively, on new brands in particular in 1990," said Steve Hughes, VP-marketing for new products. "We have some pretty exciting and significant brand equities we're trying to establish, and are working with pretty good momentum."

ConAgra's three new lines face competitive ad activity in emerging categories. ConAgra will continue its $12 million TV and print campaign for Healthy Choice frozen dinners as it adds entrees to the low-fat, low-cholesterol, low-sodium line.

With Stouffer Foods Corp.'s Right Course just completing national distribution with a $10 million ad commitment, and Campbell Soup USA pushing its Le Menu LightStyle, promotional and ad activity should be strong in the growing health-oriented meals segment throughout 1990.

Campbell said it still plans to hike marketing spending 15% in fiscal 1990 ending July 31 despite recent turmoil in the company.

"There's bound to be talk of cutting back if sales don't pick up. But I think most people will be reluctant to take the chance on giving up any market share."

Campbell CEO R. Gordon McGovern left abruptly in November, leaving two company executives jockeying for the top slot.

Much of the spending increase will back Campbell's condensed soups. Rival Pet Inc.'s Progresso plans to double ad spending to $15 million.

Ad spending at Pillsbury Foods should be up about 60% as new owner Grand Metropolitan attacks undersupported brands, said Pillsbury Chief Operating Officer Paul Walsh.

Pillsbury kicked off its big push at the beginning of its fiscal year in October, when it broke a $30 million campaign for refrigerated doughs and dessert mixes. That was followed by new executions of Green Giant's Jolly Green Giant and Sprout campaign.

Ad spending behind OTC pharmaceuticals is likely to increase 8% in 1990, keeping pace with sales growth in the industry.

Although 1989 figures aren't yet available, the industry spent $1.2 billion in 1988 for OTC drug advertising, an increase of 10.6% over 1987 spending, said James Callandrillo, project manager for Kline & Co., a consultancy.

Major spending hikes are anticipated in the early 1990s as more prescription drugs are converted to OTC status. Prescription drugs seeking OTC status cover a myriad of categories, from antacids and smoking cessation to baldness treatments and new cough-cold remedies.

Retail advertising is expected to show the smallest gain, only about 5%.

Davis, Ball & Colombatto, Los Angeles, which specializes in retail accounts, expects spending will rise no more than 8%.

"Generally, they know it's going to be tough to get business in 1990," said President Brad A. Ball.

Joseph Antonini, chairman-ceo of K mart Corp., said that retailer's budget will be "about the same" as 1989, estimated at $605 million. "It could even be a little less," he said. "We're going to take a hard look at all the ways we do things to make our advertising more effective."

Sears, Roebuck & Co., the nation's largest retailer, doesn't plan to raise its ad budget significantly in 1990; instead, Sears will direct more of its ad dollars into TV and less into print, especially run-of-press newspaper ads. □

Written by Laurie Freeman in Washington from bureau and correspondent reports.

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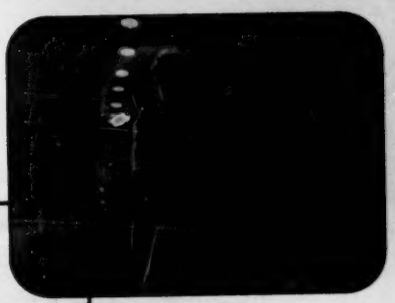

Print Campaign of the Decade
"Portraits"
American Express

Brand of the Decade
Diet Coke

FTC investigates degradability claims

By Jennifer Lawrence

The Federal Trade Commission's consumer protection bureau is probing environmental ad claims made by marketers that promote degradability aspects of their products.

An FTC senior staffer confirmed "investigations are under way," but FTC policy prohibits naming the companies.

Advertising Age has learned that among those under scrutiny are First Brands Corp. for Glad trash bags and other plastic products, Mobil Chemical Co. for Hefty photodegradable trash bags, R Med International for TenderCare diapers and American Enviro Products for Bunnies diapers.

These companies and apparently others received a letter from FTC attorney Michael Dershowitz shortly before Christmas. The letter said in part, "The commission's staff is conducting an inquiry regarding your advertising. . . . to determine whether you are or have engaged in unfair or deceptive acts or practices. . . ."

The letter requested copies of all ads and promotional materials for products that use environmental claims, as well as studies used to substantiate the claims.

The FTC's concern about environmental ad claims coincides with a similar probe by seven state attorneys general led by Minnesota Attorney General Hubert H. Humphrey III.

Mr. Humphrey and FTC Chairman Janet Steiger 10 days ago agreed to work "in partnership" to avoid duplication and inconsistencies, said Doug Blanke, Minnesota assistant attorney general.

The multistate task force has told four marketers to submit certain ads for review. Mobil is one; the others couldn't be determined.

"We would be happy to send substantiation for the claims to the states and FTC," said Allen Gray, a Mobil spokesman.

Mr. Gray said the photodegradable claim for Hefty trash bags is made only on packaging, not in ads. Wells, Rich, Greene, New York, is the agency.

Bruce Ipe, First Brands VP-general counsel, said the company was asked to supply the FTC with information on ads concerning the degradability of plastics and the effect of plastics on the environment. The request covered Glad bags and other plastics products.

First Brands didn't get a letter from the multistate task force, Mr. Ipe said.

"We're preparing to submit to the FTC our support and substantiation for the claim, and we're seeking to supply that by the end of January," Mr. Ipe said.

Glad trash bags carry a label promoting its "limited degradability," Mr. Ipe said. The claim is also made in print ads via Leo Burnett USA, Chicago. □

Campbell's ceo decision nears amid internal strife

By Judann Dagnoli

Campbell USA President Herb Baum, a well-known figure in the advertising and marketing worlds, could rejoin the agency ranks if things don't work out for him at Campbell.

Mr. Baum, a former Needham, Harper & Steers executive, has been offered a job with at least one ad agency, sources close to him said, and will consider an agency career depending on developments in Campbell Soup Co.'s search for a new ceo.

Mr. Baum, 53, and Senior VP-Chief Financial Officer Edwin Harper, 47, have been considered top candidates for the ceo post left vacant when President-CEO R. Gordon McGovern, 63, resigned last November.

Campbell is remaining mum on its selection, which may be announced this week. But some observers believe the job will go to an outside executive.

In a statement Dec. 29, the company said the board's "first choice" has accepted the post but that "final board deliberation" will take place this week.

Campbell declined to elaborate.

Chairman Robert Vlasic, who issued the statement, is reported to be at odds with some Dorrance family members of the board. The family together holds 59% of Campbell.

Six Dorrance family members controlling a 17.4% stake in Campbell last week filed notice with the Securities & Exchange Commission that they intend to sell or swap their shares.

In a statement to the press, the group said it will "oppose any attempt by the company to adopt any barriers to impede in any way any proposal" to sell the company.

A major faction, led by John Dorrance III, reportedly wants to keep the company independent.

Mr. Vlasic's Dec. 29 statement tried to deflect sale speculation, saying he "expressed confidence in the continued future independence" of the company.

Observers last week found it hard to narrow the list of possible suitors for such a plum as Campbell but said it could attract such blue-chip names as Philip Morris Cos., Borden, H.J. Heinz Co., Anheuser-Busch, Unilever and Procter & Gamble Co.

Depressed company profits, apparently caused in part by inflated ad and marketing expenditures, are said to have contributed to Campbell's vulnerability.

It delivered an 8.8% return on invested capital in 1989, compared with about 13% for other food companies. The slower growth is attributed to annual ad spending increases of 15% or more and a torrent of new products. □

LAST MINUTE NEWS

Bond trouble brews

LA CROSSE, Wis.—The future of Alan Bond's control of G. Heileman Brewing Co. may be in doubt after an Australian court's decision last week to put some of Mr. Bond's brewing assets in receivership. The National Australian Bank contends Bond Brewing has broken convenants of a loan agreement; the company said it's met payments of principal and interest.

Although the decision doesn't involve Heileman, officials at Bond Corp. Holdings admitted the move endangered Mr. Bond's worldwide empire. Bond officials pledged to try to get it overturned when Australian courts reopened this week.

There was some speculation last week that the move in Australia might prompt U.S. lenders to take similar action for Mr. Bond's U.S. assets. Mr. Bond paid $1.2 billion for Heileman in late 1987; he subsequently sold off about $300 million in assets and those remaining are now worth well under $500 million, brewing industry sources said.

Agencies for Heileman, the nation's fifth-largest brewer, include Young & Rubicam, Chicago; W.B. Doner & Co., Baltimore and Chicago; and Chiat/Day/Mojo, San Francisco.

Cola giants attack

ATLANTA—Coca-Cola Co. is positioning its Diet Sprite lemon-lime soft drink against Diet Pepsi in a TV spot to air Jan. 28 during the Super Bowl. Created by Lowe Marschalk, New York, the spot is now appearing in movie theaters and on the "When Harry Met Sally. . ." film video. Rival Pepsi-Cola Co., meanwhile, on Dec. 31 broke its first-quarter "Right one" campaign for reformulated Diet Pepsi. Spots make a taste superiority claim over Diet Coke,

(Continued on Page 39)

IN THIS ISSUE

ADMAN OF THE DECADE 6

Fred L. Turner has played a pivotal role in solidifying McDonald's Corp.'s position as one of the world's most successful, respected and emulated marketers.

AGENCY OF THE DECADE 10

Chiat/Day/Mojo grew more than tenfold during the 1980s. The agency's secret, says Jay Chiat, is "maintaining an environment where the creative product will shine."

TV COMMERCIAL OF THE DECADE 12

Apple Computer's "1984" spot introducing the Macintosh computer on the Super Bowl combined spectacular creative with "event marketing"—and it sold the product to boot.

PRINT CAMPAIGN OF THE DECADE 12

American Express Co.'s "Portraits" ads, shot by photographer Annie Leibovitz, excel at image-building.

BRAND OF THE DECADE 16

Diet Coke, a world-famous brand name's first-ever line extension, becomes a marketing powerhouse by stressing taste, not calories.

THE DECADE IN REVIEW 18

A whirlwind tour starring Michaels (Jackson and Jordan), megamergers and "Where's the beef?"

AD FOLLIES 37

Despite the tumult, 1989 included a few things to smile about, including car-less car ads, frozen dog treats and the Noid getting held up by a Noid.

■ Notice to our readers

In the center of this issue is "Creativity," *Advertising Age's* magazine of creative ideas. The monthly supplement previously has been distributed on a geographic basis, but now it's available to all readers on a demographic basis at no extra cost. Simply fill out and return the card that's bound around this issue's "Creativity." Readers in the agency and graphic arts categories, as defined by the Audit Bureau of Circulations statement, will continue getting the "Creativity" supplement the first issue of every month with no further action required on their part.

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Ad spending on the tube since 1980

Leading brands in top 15 network TV categories

Rank	Categories by 1989 network TV ad spending	Network TV ad spending 1989	1980	% chg	Top network TV brand in 1989/parent co.	1989 ad spending	Top network TV brand in 1980/parent co.	1980 ad spending
1	**Passenger Cars, Domestic**	$547,584	$274,251	99.7	**Oldsmobile Cutlass**, General Motors Corp.	$42,278	**Ford Fairmont**, Ford Motor Co.	$10,247
2	**Restaurants, Hotel Dining & Night Clubs**	514,835	129,803	296.6	**McDonald's Restaurants**, McDonald's Corp.	245,389	**McDonald's Restaurants**, McDonald's Corp.	53,588
3	**Cereals**	504,322	142,473	254.0	**Kelloggs Nutri-Grain Cereal**, Kellogg Co.	21,992	**Quaker Oats Bran Cereal**, Quaker Oats Co.	7,165
4	**Passenger Cars, Imported**	416,414	102,823	305.0	**Hyundai Excel**, Hyundai Group	32,483	**Mazda Passenger Cars**, Mazda Motor Co.	20,335
5	**Beer**	394,891	183,125	115.6	**Budweiser Beer**, Anheuser-Busch Cos.	66,023	**Miller High Life**, Philip Morris Cos.	29,255
6	**Pain Relievers, Sedatvs & Sleeping Preps**	240,703	119,298	101.8	**Tylenol Pain Reliever**, Johnson & Johnson	34,465	**Extra Strength Tylenol**, Johnson & Johnson	16,650
7	**Telephone Companies, Public & Private** [1]	232,939	NA	NA	**AT&T Co. General Promotion**, AT&T Co.	73,307	**Bell Sys Long Dist Lines**, AT&T Co.	23,016
8	**Cold, Cough & Sinus Remedies**	223,120	111,144	100.7	**Alka Seltzer Plus Cold Tablets**, Bayer AG	15,431	**Contac Cold Capsuls**, SmithKline Beckman	10,770
9	**Candy & Gum**	206,491	129,912	58.9	**Wrigley's Spmnt Gum**, Wm. Wrigley Jr. Co.	19,659	**Wrigley's Gum Gen'l**, Wm. Wrigley Jr. Co.	18,037
10	**Motion Pictures**	184,109	103,349	78.1	**"Bull Durham,"** Orion Pictures Corp.	3,712	**"Seems Like Old Times,"** Columbia Pictures	4,271
11	**Dental Supplies & Mouthwashes**	164,102	148,981	10.2	**Colgate Tartar Control**, Colgate-Palmolive Co.	16,693	**Crest Toothpaste**, Procter & Gamble Co.	12,140
12	**Laundry Cleaning Preparations** [2]	155,743	66,631	133.7	**Downy Fabr Sftr Sheets**, Procter & Gamble Co.	15,354	**Downy Fabr Sftnr**, Procter & Gamble Co.	11,134
13	**Trucks And Vans, Domestic** [3]	150,283	52,683	185.3	**Chevrolet S-10**, General Motors Corp.	31,313	**Chevrolet Trucks**, General Motors Corp.	18,265
14	**Coffee, Tea, Cocoa & Derivatives**	134,109	122,485	9.5	**Maxwell House Reg/Inst**, Philip Morris Cos.	25,749	**Sanka Reg/Inst**, General Foods Corp.	19,954
15	**Computers, Components & Accessories**	129,411	10,268	1,160.3	**IBM Personal System/2**, IBM Corp.	23,452	**IBM Computer Services**, IBM Corp.	6,117

Notes: Dollars are in thousands. [1] Category did not exist in 1980. Brand spending was included in "Communications & Public Utilities." [2] Category was known as "Laundry Preparations" in 1980. [3] Category was known as "Commercial Trucks & Vehicles" and included imports. Source: Leading National Advertisers/Arbitron Multi-Media service.

AA chart: Kevin Brown

'Unregulation' ruled

(Continued from Page 3)

up.

Agency merger activity was indeed small change compared with the goings-on among clients.

Reynolds acquired Nabisco, which had acquired Standard Brands; Kohlberg Kravis acquired them all. Philip Morris Cos. bought General Foods Corp. and then Kraft. Kohlberg Kravis earlier had bought Beatrice Cos., which had bought Esmark, which had bought Norton Simon Inc.

Pillsbury Co. went to England's Grand Metropolitan and Carnation Co. to Switzerland's Nestle. Eastman Kodak Co. bought Sterling Drug; P&G bought Richardson-Vicks and Noxell Corp. Chesebrough-Pond's, Faberge and Elizabeth Arden Inc. went to Unilever.

The deal-making has thoroughly reshaped the advertiser landscape. Of the 100 Leading National Advertisers in 1980, as identified by *Advertising Age*, one-third no longer exist as independent companies.

The feverish activity wasn't only tolerated but encouraged by the Reagan administration, which set the tone for the decade by letting the free enterprise marketplace decide what was best. The U.S. Department of Justice and Federal Trade Commission remained on the sidelines and let the players go at it.

Whether that will prove good or bad for the economy over the long haul is a matter of debate, but it was unquestionably good—financially at least—for many of the players, especially deal-makers like Kohlberg Kravis and junk-bond king Michael Milken, as well as top executives of companies involved.

"Golden parachutes" and "greenmail" entered the vernacular; "obscene" was used to describe merger fees and executive salaries.

Client company mergers and takeovers have thoroughly reshaped the advertising landscape.

Perhaps nowhere in Washington was free enterprise more extolled, and with more effect, than at the Federal Communications Commission under Reagan appointee Mark Fowler, who inaugurated what he proudly called the era of "unregulation."

Liberated from such encumbrances as "public interest" requirements and limitations on station ownership, and swept up by technology and the times, broadcasting magnates had a field day.

Midsize companies like Multimedia and Storer Communications first attracted bids, and then came the big one: In March 1985, Capital Cities Communications bought American Broadcasting Cos.

"To paraphrase Pogo," Peter Jennings said on ABC that night, "we have seen the news and it is us."

General Electric Co. soon had RCA Corp.—and NBC—in its tent, and financier Laurence Tisch took charge at CBS.

TV stations, which the FCC ruled no longer had to be held for a minimum period, were bought and sold like hog futures, singly and in groups. By 1988, 11 of the top 20 broadcasting companies had changed owners or merged.

They laughed when Ted Turner started Cable News Network in 1980, but cable TV came of age in the 1980s. Independent stations, some of whose programming was carried afar by cable, grew in popularity. Network TV viewing went into a steady decline that shows no signs of ending.

Australian-born (but now U.S. citizen) Rupert Murdoch emerged as the truly global media baron. He bought *TV Guide* for $3 billion to go with *New York Magazine*, the *Boston Herald*, the *Times* of London and other print media in the News Corp. stable—not to mention 20th Century Fox Film Corp., some top-market independent TV stations and Fox Broadcasting Co.

Cities with competing newspapers continued to dwindle in number, but Allen Neuharth's *USA Today* proved there was a market for a colorful, punchy product. The new Gannett Co. paper soon had newspapers across the country mimicking it.

And at decade's end, Time Inc., which initially planned to merge in a stock swap with Warner Communications, ended up buying Warner to fend off a bid for Time by Paramount Communications.

Without Warner, Time publications ran 22% of U.S. magazine advertising and earned a third of U.S. magazine profits; the company's video operations provided even more revenue than magazines.

The new company, Time Warner, became the world's largest media company (combined revenues: $10.6 billion), albeit one saddled with debt.

The consumers these super entities wanted to sell to were no less voracious than the deal-makers. They were typified by the yuppies, whose media visibility seemed grossly disproportionate to their actual numbers.

But they were "acquisitive, stylish . . . important trend setters and role models" and thus "the marketers' darling," reported Langer Associates, a market research company.

The stereotypical yuppie drove a BMW, ate sushi and drank Per rier. His motto was "Take care o yourself" and he worked out i designer sweats.

In 1986, Grey Advertisin called a news conference to gus over new research heralding "th

Free-wheeling broadcasting magnates had a field day in the new laissez faire atmosphere.

Ultra Consumers," who ha "seemingly unlimited appetite for acquiring premium goods tha ooze with sensational immediac and impact." This was no "trend sliver," Grey added, but a "mas sive" segment that was "here t stay."

In fact, the population wa aging, but outside of *Lear's*, fe seemed to notice. Young yuppie showed up ad nauseam in adver tising, whose creators labore mightily to come up with fres depictions of conspicuous con sumption.

Gimmicks were also in: One o the decade's most heralded com mercials featured dancing Clay mation raisins; another, a gu who talked fast.

Style reigned over substance We had "New Wave" advertisin from the U.K., computer-gen erated images, shaky minicams quick cuts, marvelous special ef fects.

The industry became like " rich kid with too many toys," sai James Jordan, chairman of Jor dan, McGrath, Case & Taylo New York. "He doesn't have to b ingenious, or insightful or inven tive. He can play with one to until he gets bored with it."

We had recycled oldies, misty eyed flag-waving and fake cinem verite. After the market fell, w got bosses who threatened to neu ter errant subordinates ("Yuppie in hell," one copywriter dubbe the genre).

Creativity also yielded to wh could pay the most money to ge the biggest name. So we got Mi chael Jackson, Bruce Willis an Tina Turner. And in the wanin days of the '80s, we learned tha American Express Co. was goin to give us Paul Newman, too.

It wasn't a big idea, but it was unquestionably, another bi deal. □

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